MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BMK2034 – MARKETING STRATEGY

(All Sections / Groups)

19 OCTOBER 2016
9am – 11am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page excluding cover page with 5 Questions only.

2. Answer **ALL FIVE** questions. Mark distribution for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION 1

Product differentiation is the process of distinguishing a product or service from others, to make it more attractive to a particular target market. Briefly explain **FIVE** ways an organization can choose to differentiate itself from competitors.

(20 Marks)

QUESTION 2

Communication is the exchange for news or information. Explain FIVE decisions that an organization has to make regarding communication.

(20 Marks)

QUESTION 3

One of an organization's greatest risk is product failure. Explain FIVE (5) causes of product failure.

(20 Marks)

QUESTION 4

There are a number of factors that customers typically take into account when evaluating the service they have received, one of which being a five dimensional model with the acronym RATER. Explain these FIVE (5) dimensions.

(20 Marks)

QUESTION 5

Selling is changing fast and in such a way that sales teams have become strategic resources. The sales organization is subjected to company and customer forces that have reshaped its role and operations. Explain FOUR (4) forces that act on the sales organization.

(20 Marks)

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